



WWW.CAMPBELLRIVER.TRAVEL #DISCOVERCAMPBELLRIVER

# Leveraging Your Locals to Drive Destination Recovery In 2021

## Destination Campbell River

 @discovercampbellriver

 @CRVisitorCentre



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- 01** Local Ambassador Program
- 02** Supporting Local & Destination Recovery
- 03** Workshop
- 04** Key Takeaways

## **2. LOCAL AMBASSADOR PROGRAM**



## Quick Facts about Campbell River

NOVEMBER 2020

CAMPBELL  
RIVER 

## HOW WE STARTED OUR AMBASSADOR PROGRAM

1. Identifying passionate locals
2. Creating connections
3. Growing the local network of ambassadors

# HOW WE STARTED OUR AMBASSADOR PROGRAM

 Destination Campbell River  
September 3 · 🌐

A trip or even a day spent in and around Campbell River wouldn't be complete without a meander to Discovery Pier. The Discovery Fishing Pier was Canada's first saltwater fishing pier; at 150 feet from the shore and stretching 600 feet long, it's a location that stands out! You'll enjoy stunning views of Discovery Passage from this vantage point, and if you're up for it you can try your hand at fishing. The pier is a favourite place for local and visiting anglers, featuring bu... See More



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Vancouver Island ...

 tylermcave Not often do we get the chance to ice skate frozen lakes here on Vancouver Island! .  
.  
.  
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**3,978 views**  
DECEMBER 3, 2019

# HOW WE STARTED OUR AMBASSADOR PROGRAM

**Rich Horvath**  
There is no better place than the pier ! Fishing , whales ,seals and ice cream!!!  
Like · Reply · Message · 7w

**Author**  
Destination Campbell River  
Check out the activities here >  
<https://www.campbellriver.travel/.../things-to-do-with.../>

**CAMPBELLRIVER.TRAVEL**  
5 Family Friendly Activities in Campbell River - Destination...  
Like · Reply · Commented on by Tamasyn Kennedy · Remove Preview · 7w

**Kathy Van Schaik**  
Heading your way next week - can't wait!  
Like · Reply · Message · 7w · Edited

↳ 1 Reply

**Teresa Maass**  
The info about the First Nations is much appreciated. Very interesting.  
My son says cookies and cream is an important flavour  
Like · Reply · Message · 7w

**Jim Keenan**  
Me too!  
Like · Reply · Message · 7w

↳ 1 Reply

3:36 PM  
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Liked by 50northadventures and others  
**49northhelicopters** Lunch stop at the beautiful @sonoraresort @tylermcave

View all 3 comments

**markharrison4** Lunch stop eh... 🤔

**49northhelicopters** @markharrison4 yep you should come check it out 😊

**explorecanada** • Following  
Campbell River, British Columbia



explorecanada • A few hours drive north from Victoria on Campbell River, lovingly known as the, "Salmon Capital of the World." If you're looking to explore a remote location on the island or southern BC, or simply want to take in the views on a sightseeing tour, catch a ride with @49northhelicopters which offer helicopter rides where you can take in incredible views such as this. From quick city tours to visiting remote glaciers, you have a whole range of experiences to choose from.  
#ExploreCanada @tylermcave  
📍: @discovercampbellriver, @tourismvancouverisland, @hellcbc

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APRIL 26

Add a comment... Post



## **RISKS & BEST PRACTICES**

1. Contracts & formal agreements
2. Usage rights
3. Proper compensation
4. Clear communication & deliverables



## AMBASSADORS VS. INFLUENCERS

“A person who inspires and guides the actions of others, often through posting on social media”

# **1. SUPPORTING LOCAL & DESTINATION RECOVERY**

## **LOCALS | RESIDENTS | AMBASSADORS**

While these may all sound similar, the reality is that each brings a very unique and varying degree of representation to your audiences and destination.

How you tap in and leverage these three parties will be key in 2021 efforts as we all continue to leverage what we can to create recovery within our regions.



## LOCALS

“Belonging or relating to a particular area or neighbourhood, typically exclusively so.”



## RESIDENTS

“A person who lives somewhere permanently or on a long-term basis.”



## AMBASSADORS

“A person who acts as a representative or promoter of a specified activity.”

# **3. PROGRAM DELIVERABLES**



## LOCAL AMBASSADOR PROGRAM

1. Delivering the content
2. Delivering an overriding message
3. Delivering experiences
4. What has this done for our Content Creation?
5. What has this done for our ambassadors?



### Stories from local adventurers



## DELIVERING THE CONTENT

- Conveying overall themes and messaging.
- Creating a cohesive story between the DMO, stakeholders and ambassadors
- Utilizing the knowledge and skills of our ambassadors to help fill content gaps

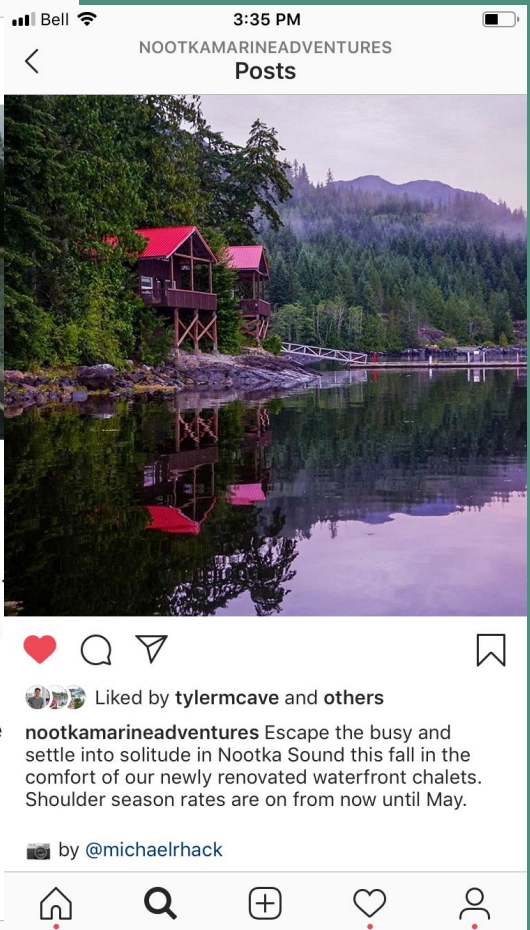
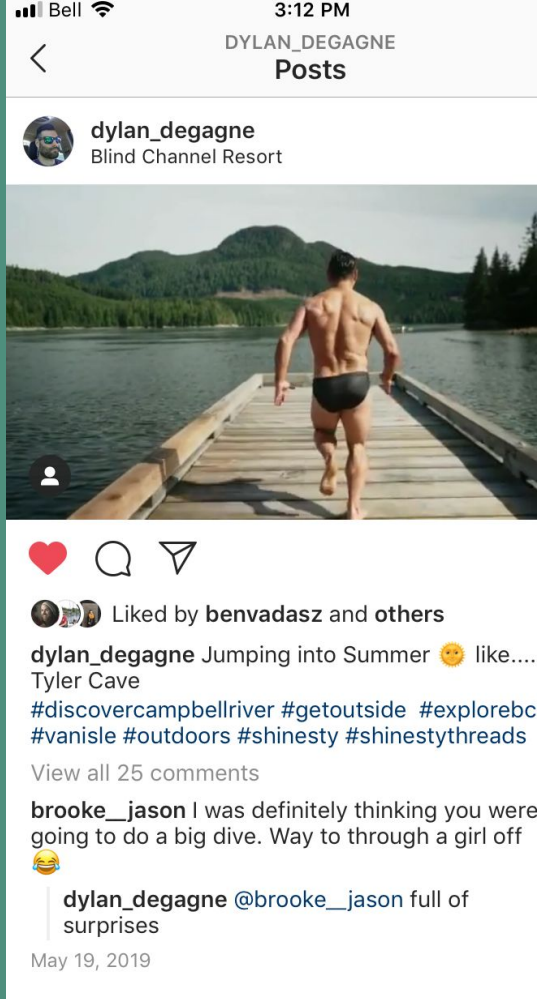


B.C. locals, it's time to explore our wild backyard. Plan your fall vacations and show your love for Campbell River by supporting local businesses, respecting current health/safety guidelines :mask: and following #LeaveNoTrace principles in our outdoor spaces.

→When exploring our backyard make sure you are prepared for any adventure by following the three Ts- trip planning, training and taking the essentials B.C. AdventureSmart is a great resource to help you get informed before heading outdoors.♥  
#ExploreBC  
#DiscoverCampbellRiver

## DELIVERING AN OVERRIDING EDUCATIONAL MESSAGE

- Always asking our partners to include Leave No Trace & Adventure Smart messaging.
- Utilizing local voices allows us to tell our brand story through a local perspective.



## DELIVERING EXPERIENCES

- Through connecting our ambassadors with stakeholders we're able to connect the storytelling dots and create high-quality content that speaks to how our partners fit into the larger story of the destination
- From these partnerships with Stakeholders, we're also able to create realistic itineraries for visitors including the time needed for the activity and how far to book in advance

## WHAT HAS THIS DONE FOR OUR CONTENT CREATION? AND FOR OUR AMBASSADORS

- How can this help build your brand?
- Do your ambassadors have their own networks you can leverage further over time?
- What special skills do your ambassadors have that you can leverage? - genuine authenticity & “personification of a perfect visitor”



# TOURISM SENTIMENT INDEX

## THE ESSENTIAL BIG DATA FOR DESTINATION MARKETING

### Gathering Sentiments

A Tourism Sentiment Score™ allows us to understand in a single snapshot the overall attitude of conversations about Campbell River through the eyes of its visitors, and provides a performance benchmark to track over time. Throughout the report, attitudes are marked as promoter, passive or detractor.

### Applying the Formula

Once scanning, monitoring and analysis of all online conversations happening around the world related to Campbell River are complete, we apply the Tourism Sentiment Score™ formula.

#### ATTITUDES



##### PROMOTER

Those actively recommending or speaking positively about the destination to others.



##### PASSIVE

Those speaking about the destination from an indifferent point of view.



##### DETRACTOR

Those actively discouraging or speaking negatively about the destination to others.

#### FORMULA

$$\left[ \text{+} \% \right] - \left[ \text{-} \% \right] \times 100 = \text{TOURISM SENTIMENT SCORE™ RESULT}$$

# 4. WORKSHOP

## CREATE A CONCEPT & KICKSTARTER PLAN

1. Identify three potential unique selling propositions for your destination. (ex: camping, foraging food, local art)
2. Think of two locals for each that personify this niche. (ex: include Instagram handles, local storytellers, etc.)
3. Consider three to four local stakeholders that could host and tell this story to enrich it.



# 5. KEY TAKEAWAYS

## WHY YOU SHOULD INVEST IN A PROGRAM LIKE THIS

1. Creating local pride.
2. Filling in existing content gaps.
3. Telling the broader story of your destination.
4. Strengthening stakeholder cross promotion & collaboration.

**THANK YOU**

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**CAMPBELL  
RIVER** 